

Concentration:

IBM

**THE INFLUENCE OF GREEN BRAND KNOWLEDGE,
ENVIRONMENTAL KNOWLEDGE, AND ENVIRONMENTAL
CONCERN WITH THE MEDIATING ROLE OF ATTITUDE
TOWARDS GREEN BRAND ON INTENTION TO STAY IN
SINGGASANA HOTEL SURABAYA**

Proposal Thesis for S-1



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2017

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THESIS

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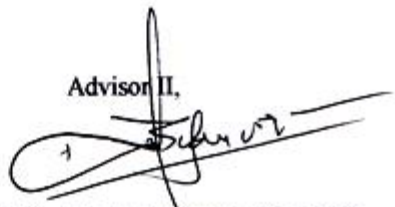
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The Influence of Green Brand Knowledge, Environmental Knowledge, and Environmental Concern with the Mediating Role of Attitude towards Green Brand on Intention to Stay in Singgasana Hotel Surabaya

ABSTRACT

This study was conducted to examine the influence of Green Brand Knowledge, Environmental Knowledge, and Environmental Concern with the mediating role of Attitude Towards Green Brand on Intention To Stay in Singgasana Hotel Surabaya.

This research used non probability sampling of 110 people in Surabaya with characteristics know about green environment and concept of green hotel with an age ≥ 17 years old. This study used Structural Equation Modeling (SEM) as a data analysis technique with LISREL program.

The results of this study is there is positive and significant effect of Green Brand Knowledge and Environmental Knowledge to Attitude Towards Green Brand. There is positive and significant effect of Attitude Towards Green Brand to Intention to Stay in Singgasana Hotel Surabaya. There is positive and significant effect of Green Brand Knowledge and Environmental Knowledge on Intention to Stay in Singgasana Hotel Surabaya through mediating role of Attitude towards Green Brand. However, there is negative and not significant effect of Environmental Concern to Attitude towards Green Brand. It has also negative effect of Environmental Concern to Intention to Stay in Singgasana Hotel Surabaya through Attitude towards Green Brand.

Suggestions for further research, additional factors that influence attitude towards green brand and intention to stay in green hotel can also be added, such as demography and level of education. Suggestion for government, green hotel management, and society are enhancing the knowledge and concern about environmental issue and green brand through positive attitude and action. So, the positive cognitive component (beliefs) and affective component may represent more good intentions of buying and using green product, in this case intention to stay in green hotel, in the future, especially Surabaya people.

Keywords: Green Brand Knowledge, Environmental Knowledge, Environmental Concern, Attitude Towards Green Brand, Intention To Stay, Green Hotel, Green Product

The Influence of Green Brand Knowledge, Environmental Knowledge, and Environmental Concern with the Mediating Role of Attitude towards Green Brand on Intention to Stay in Singgasana Hotel Surabaya

ABSTRAK

Penelitian ini dilakukan untuk mengetahui pengaruh Pengetahuan Merek Hijau, Pengetahuan Lingkungan, dan Kepedulian Lingkungan dengan peran mediator Sikap terhadap Merek Hijau pada Niat untuk Menginap di Hotel Singgasana Surabaya.

Penelitian ini menggunakan non probability sampling sebanyak 110 orang di Surabaya dengan karakteristik pengetahuan tentang lingkungan hijau dan konsep green hotel dengan usia ≥ 17 tahun. Penelitian ini menggunakan *Structural Equation Modelling (SEM)* sebagai teknik analisis data dengan program *LISREL*.

Hasil penelitian ini adalah ada pengaruh positif dan signifikan dari Pengetahuan Merek Hijau dan Pengetahuan Lingkungan terhadap Sikap terhadap Merek Hijau. Ada pengaruh positif dan signifikan Sikap terhadap Merek pada Intensi untuk Menginap di Hotel Singgasana Surabaya. Ada pengaruh positif dan signifikan dari Pengetahuan Merek Hijau dan Pengetahuan Lingkungan pada Intensi untuk Menginap di Hotel Singgasana Surabaya melalui peran mediasi Sikap terhadap Merek Hijau. Namun, ada pengaruh negatif dan tidak signifikan dari Kepedulian Lingkungan terhadap Sikap terhadap Merek Hijau. Hal ini juga berdampak negatif terhadap Kepedulian Lingkungan pada Niat untuk Menginap di Hotel Singgasana Surabaya melalui Sikap terhadap Merek Hijau.

Saran untuk penelitian lebih lanjut, faktor tambahan yang mempengaruhi sikap terhadap green brand dan niat untuk menginap di green hotel juga bisa ditambah, seperti demografi dan tingkat pendidikan. Saran bagi pemerintah, manajemen green hotel dan masyarakat semakin meningkatkan pengetahuan dan kepedulian terhadap isu lingkungan dan merek hijau melalui sikap dan tindakan positif. Jadi di masa mendatang, komponen kognitif positif (kepercayaan) dan komponen afektif dapat mewakili niat baik membeli dan menggunakan produk hijau, dalam hal ini niat untuk menginap di green hotel, terutama masyarakat Surabaya.

Kata Kunci : Pengetahuan Merek Hijau, Pengetahuan Lingkungan, Kepedulian Lingkungan, Sikap Terhadap Merek Hijau, Niat untuk Menginap, Green Hotel, Produk Hijau